

**Proposal Content:** Proposals must include the following:

- ***Proposal Summary:*** a short narrative outlining the key elements of the program, including objectives and anticipated impact. This is the elevator pitch; when read out loud, the proposal summary should not take longer than 45 seconds to read.
- ***Introduction to the Organization or Individual Applying:*** a description of past and present operations, showing ability to carry out the program; if applicable, list previous projects with U.S. Embassy Brunei or other U.S. government entities;
- ***Problem Statement:*** a clear and concise statement of the problem being addressed and why the proposed program is needed to address the problem;
- ***Program Goals and Objectives:*** a brief outline of the proposed program goals (what the project aims to achieve at its completion) and objectives (measurable interim outcomes), and an explanation of how the program will improve relations between Brunei and the U.S.
- ***Program Activities, Methods, and Design:*** a description of the program activities, how the activities will be executed, and how the activities will achieve the goal.
- ***Proposed Program Schedule:*** the proposed timeline for undertaking and completing the specific program activities; include the dates, times if applicable, and locations for the various activities.
- ***Program Monitoring and Evaluation Plan:*** an explanation of how the activities be monitored throughout the timeframe of the grant to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant.
- ***Program Sustainability:*** a summary of plans designed to help the value of the program live beyond the period of performance.
- ***Media Strategy:*** Please describe ways in which you will use media to promote your project/event/program.
- ***Proposed Budget:*** A list of relevant project expenses in U.S. dollars, consistent with the proposal narrative, broken down into the following categories and cost per item and quantities.
  - ***Personnel and Fringe Benefits:*** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.
  - ***Travel:*** Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

- **Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.
- **Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.
- **Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.
- **Other Direct Costs:** Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.
- **Indirect Costs:** These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating.
- **“Cost Sharing”** refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venue